

LEO BURNETT U.S.A.

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SUDDENLY...
A NEW CIGARETTE
THAT COOLS
WITHOUT MENTHOL.

NORTHWIND

No cigarette cools like Northwind.
Northwind's exclusive "Chill Blend"
has no menthol. Yet it gives you
an all-new cool and refreshing sensation.
New Northwind... it cools like no menthol can.



KINGS SIZE TAR 300'S 9 MG TAR.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

King Size "Kings" 2.0 mg nicotine - 100's x 2 mg "tar" 0.7 mg nicotine av. per cigarette by FTC Method.

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